

WASHINGTON PrintWorks

The Washington State Department of Printing Newsletter

Volume 5, Issue 1

September/October 2004

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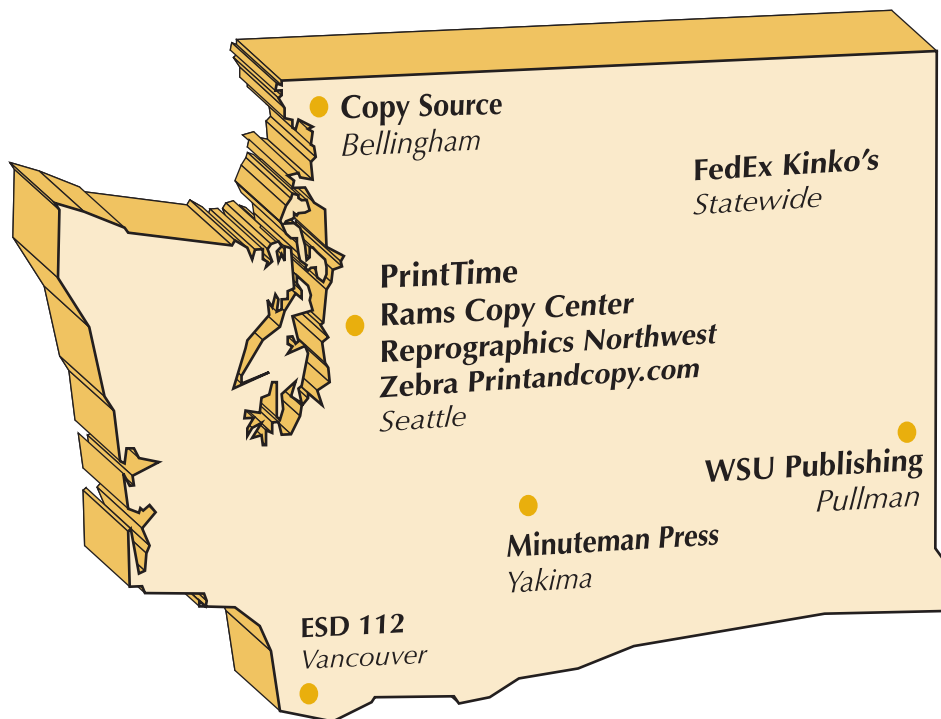
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The new Department of Printing Copy Services Contract provides copying and related services at nine vendors across the state. Department of Printing customers located outside of Thurston County may use the contract to obtain copy services from a participating local vendor at prices comparable to those offered by PRT Copy Centers. As a result, agencies who take advantage of the contract receive significant cost savings over standard retail prices.

PRT Copy Services Contract now includes nine vendors

Now Department of Printing customers located outside of Thurston County have even more choices when using our statewide Copy Services Contract. The new contract that took effect on September 15 features more participating vendors and a wider range of services than ever before.

The Copy Services Contract is a service offered by the Department of Printing (PRT) to ensure customers outside Thurston County receive convenient, cost-effective copying services comparable to those provided by PRT Copy Centers. By combining the purchasing power of all our state and local government customers, the contract is able to provide copy services at participating private vendors across the state at significant discounts over standard retail pricing.

Overview

Nine vendors across Washington State are participating in the new Copy Services Contract, up from the previous five. The contract includes the following vendors:

- Copy Source
- Educational Service District 112 Print Center
- Fed Ex Kinko's
- Minuteman Press, Yakima
- PrintTime
- Rams Copy
- Reprographics Northwest
- Washington State University – University Printing
- Zebra Printandcopy.com

All participating vendors provide service at prices similar to those at PRT Copy Centers, with each vendor offering slightly different prices and services. You may choose the vendor or vendors that best fit your needs when signing up to use the Copy Services Contract. A complete list of the pricing and services offered by each participating vendor is available on the Department of Printing Web site at www.prt.wa.gov.

Any state agency, city, county, school district or other political subdivision may take advantage of the cost savings offered by the Copy Services Contract, as long as they have established a customer

account with the Department of Printing and are located outside of Thurston County.

The contract offers a wide range of services, including standard and color copies, tabs, transparencies and several types of binding. However, the contract does not cover all types of document services. For example, graphic design and offset printing are not included.

Because the Copy Services Contract covers a specific set of services, the Department of Printing must approve orders costing over \$1500 before they are produced by participating vendors. This ensures

Please see Copy Contract on page 4.

2004 Copy Services Contract Vendors

Vendor	Location	Service Area
Copy Source	Bellingham	Bellingham, Ferndale, Birch Bay, Lynden (Service statewide through electronic ordering.)
ESD 112 Print Center* <i>*Serves limited client base.</i>	Vancouver	Vancouver, Clark County, the Columbia River region from Long Beach to Wishram.
FedEx Kinko's	Statewide	Statewide
Minuteman Press	Yakima	Yakima, Yakima County
PrintTime	Seattle	Seattle (Service statewide through electronic ordering.)
Rams Copy Center	Seattle	Seattle, King County, Pierce County, Snohomish County.
Reprographics Northwest	Seattle	Seattle, King County, Kitsap County, Pierce County, Snohomish County.
WSU - University Publishing	Pullman	Pullman, Whitman County.
Zebra Printandcopy.com	Seattle	Seattle, Edmunds, Lynnwood, King County, Skagit County.

Mailing Standards Update

USPS enforces minimum thickness standards

Most people who work with mail know that letters and self-mailers must be within certain height and width requirements to meet United States Postal Service (USPS) standards for mail design. On the other hand, few people consider the thickness of the mail piece when they design mail to meet USPS requirements.

Unfortunately, stricter enforcement of mail standards by the USPS has resulted in some self-mailers being rejected at the post office because they fail to meet the minimum thickness requirements. However, you can easily avoid this potential pitfall by choosing the appropriate paper and folding style when you design the mailer and place your printing order.

Thickness requirements

Self-mailers are items that are mailed without an envelope, usually by tabbing the piece closed and spraying the address and barcode directly on the mail piece.

Mail standards require all mailers larger than $4\frac{1}{4}$ " x 6" to be at least .009" thick so they can travel through post office equipment smoothly. If a mail piece is less than .009" thick, the entire mailing may be rejected.

Most self-mailers consisting of more than one sheet of paper have no problem meeting USPS thickness requirements. It is the single-sheet mailers that require some attention when you make decisions about which paper and what type of folding to use.

Folding

Most copy paper is 20-pound bond, which measures from .0035" to .004" thick. This means that a mailer printed on a single sheet of 20-pound copy paper is only .008" thick after it is folded to $5\frac{1}{2}$ " x $8\frac{1}{2}$ " for mailing—which is too thin to meet post office requirements.

However, when you "letterfold" the same 20-pound paper in thirds, the thickness jumps to .012" and the mail piece meets USPS standards with room to spare.

Paper

If you can't fold your self-mailer in thirds, you'll need to select a slightly thicker paper in order to meet minimum USPS requirements. Sixty-pound uncoated text and 24-pound bond paper are about the same thickness, and both will meet the minimum thickness standards for half-folded mailers.

However, if you want to use coated paper you will need to choose at least 100-pound text. This is because the clay coating and extra pressure used to make coated paper makes it thinner and heavier than uncoated sheets.

If you like, your PRT customer service representative will be happy to help you select the best paper to ensure your mailing meets USPS standards. ☎

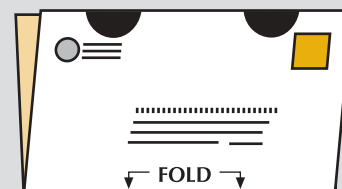
Folding formats for self-mailers

The location of the final fold of your self mailer is almost as important as the thickness of the mail piece.

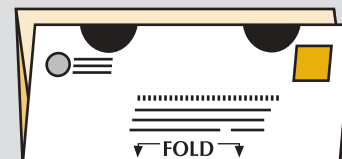
In order to meet USPS standards for automated mailings, the fold must be at the bottom of the mail piece, as determined by the placement of the address block. This allows the mailer to rest on the fold as it is processed through high-speed post office equipment.

The open edge of the mailer must also be closed with a tab to prevent the mail piece from opening as it is processed.

The diagrams below show the correct placement for the folds and tab closures on standard self-mailers.



Single sheet, folded in half.



Single sheet, letterfolded.

The Department of Printing offers complete mailing services, and we will be happy to help you design mailers that meet USPS standards. Simply contact your customer service representative for assistance in designing your next mailing. ☎

Printing Personnel



Mel Caldwell

Mel Caldwell

Plant Manager

Mel Caldwell was promoted from Bindery Manager to Plan Manager on August 16. He is now responsible for overseeing day-to-day operations in all main plant production areas, including prepress, press, bindery, mailing, shipping and the Document Center.

Caldwell joined the Department of Printing as a lead bindery worker in 1998, acting as assistant lead to the bindery manager. He was promoted to Bindery Manager in early 2001. ♦

Copy Contract

Continued from page 2.

that all orders placed under the contract meet service guidelines. If you find that your Copy Services Contract order will cost more than \$1500, please contact your customer service representative for approval before proceeding.

Signing up

If you work for a state agency, or if you work for a political subdivision that is already a PRT customer, all you need to set up a copy services account is a completed A21-A Printing Requisition.

Please make sure to include the following information on your requisition form:

- The period of time the open requisition will be valid, usually until the end of the fiscal year.
- The name of the vendor you want to use.
- The contact information for the person we should call with questions.

- A valid requisition number.
- All the necessary authorizing signatures.

If your organization isn't a PRT customer yet, you will need to sign a short interlocal agreement to set up a customer account in addition to submitting an open requisition.

More information

If your state agency or political subdivision is already a Department of Printing customer, please contact your customer service representative to sign up for the Copy Services Contract.

If you are not a Department of Printing customer yet, your PRT Customer Education Specialist (CES) will be happy to give you more information about the Copy Services Contract. You may contact your CES by calling us at 360-570-5555 or by visiting the Customer Support area of the Department of Printing Web site. ♦

WASHINGTON PrintWorks

is a bi-monthly publication of the Washington State Department of Printing. The newsletter is designed to inform our customers and other interested parties about the latest products, services and personnel changes at the Department of Printing, as well as process improvements and technology trends in public sector printing and mailing.

Volume 5, Issue 1
September/October 2004

Editor:

Kelley Kellerman, Marketing Coordinator
E-mail: kelley@prt.wa.gov
Telephone: 360-570-5036

Contributors:

Mel Caldwell, *Plant Manager*
Kathy Forbes, *Executive Assistant*
Jennifer Forté, *Fulfillment Manager*
Leslie Oliphant, *Mail Manager*
Chad Perschon, *Bulk Mail Specialist*
Dan Swisher, *Assistant Director*

Mailing Address:

Washington State Department of Printing
PO Box 798
Olympia WA 98507-0798

Mail Stop: 47100

Home Page: www.prt.wa.gov

Telephone: 360-570-5555

Fax: 360-586-8831

TTD: 360-570-5069

Production Notes:

Printed at the Washington State Department of Printing in Black and Pantone 131 Yellow on 80# Mesa White Neenah Environment text.

Mesa White Neenah Environment text is composed of 50 percent recycled fiber and 50 percent sugar cane pulp, with 30 percent of the total volume from post-consumer recycled fiber.

All ink used to print this newsletter is Agri-oil based, containing a mixture of soy, corn, cotton and other vegetable oils instead of petroleum. In addition, the ink colors used do not contain any heavy metals or other hazardous pigments.

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Focus on Sustainable Printing

PRT services help you meet your sustainability goals

In September 2002, Governor Locke issued Executive Order 02-03, which requires state agencies to implement sustainable practices whenever possible. In response, many state agencies are looking for ways to make their printing and mailing more environmentally responsible, and are working to reduce the amount of paper and printing supplies they use.

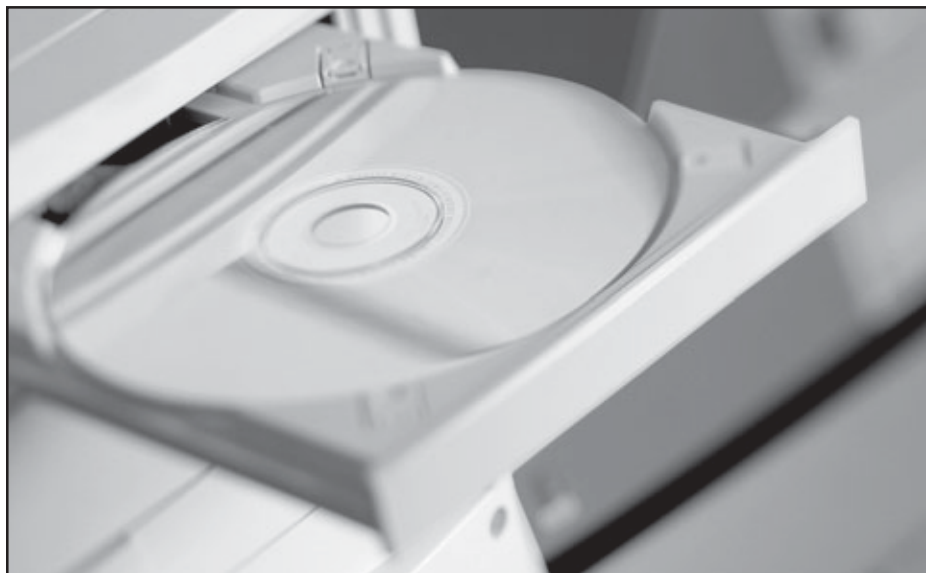
In support of these statewide efforts, a "Focus on Sustainable Printing" section was added to Washington PrintWorks in March 2004 to help you plan environmentally responsible printing and mailing projects.

Until recently, most state agencies used the traditional workflow of printing large quantities of documents, storing them in a warehouse, and recycling the leftovers when they became obsolete.

Mass production lowers the cost of each copy and ensures that informational materials are available for all constituents who request it. However, the natural resources required by this workflow and the waste it produces makes it far from sustainable.

So, what can organizations do to produce documents more sustainably without making it harder for their clients to get the information they need?

Changing the way your organization handles printed documents is one of the easiest ways to meet your agency's sustainability goals, and the Department of Printing offers several services that can help.



Producing large documents on compact discs instead of printing hard copies will greatly reduce the amount of paper, energy and printing supplies your agency uses. The Department of Printing offers a variety of electronic document services, including scanning, OCR conversion and compact disc replication.

Scanning and OCR conversion

Converting documents from a printed format to electronic files is an easy way to make your customer education efforts more sustainable.

Electronic formats provide convenient access to exactly the same information as printed documents while reducing the amount of paper, printing supplies, energy and storage space needed.

Sometimes, however, older documents are only available in their existing printed format.

Re-typing and formatting printed documents to create an electronic version can be too time-consuming to be practical. However, Optical Character Reader (OCR) technology makes the production of

electronic files fast and easy by automating the entire process.

First, each page of the printed document is scanned and saved as an Adobe PDF (Portable Document Format) file. The PDF file can be used in any situation where you want to see the document in the same format as the printed copy, such as posting on the Internet.

Next, sophisticated software reads the PDF file and translates it into a standard text file. The text file can be formatted and edited as needed, so you can easily update information and page layouts without re-typing the entire document.

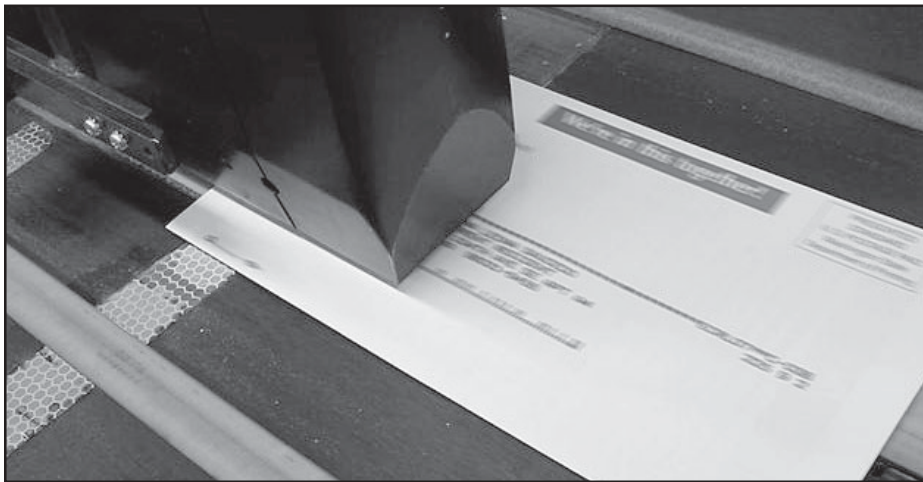
The Department of Printing offers complete scanning and OCR conversion services so you can transform your printed documents into PDF or text files in no time.

Please contact your customer service representative for more information about how scanning and OCR conversion can save you time and money while helping you reach your sustainability goals.

Mail address cleansing

You can save natural resources and reduce waste simply by making sure

FASTforwardsm address correction makes sure your addresses are accurate by updating the records of people who have moved and turned in a change-of-address (COA) card to the post office. This reduces waste by eliminating the need to forward or return misdirected mail and ensuring that mail isn't produced just to be recycled when it reaches the wrong address.



Streamlining your mail lists is an easy way to reduce the amount of energy and natural resources your agency uses. Removing duplicate entries and updating the addresses of recipients who have moved not only makes sure your mailings are as efficient as possible, but also reduces the number of mail pieces that must be printed. Inkjet addressing also eliminates the need for envelopes and printed labels, which reduces your agency's impact on the environment even more.

your mailing address lists are streamlined and accurate. By eliminating duplicate addresses from your mailing files, you can reduce the number of mail pieces printed and ensure that no supplies are wasted on unnecessary printing.

The Department of Printing Mail Department offers several services to help you streamline your address files quickly and easily. Merge Purge reviews your address files and eliminates duplicate or multiple records. In addition, Merge Purge can be used to combine entries for individuals living at the same address into a single "household" record to further reduce the number of pieces you must print and mail.

Both Merge Purge and *FASTforwardsm* provide you with reports and an updated address file so you don't have to spend time entering corrected information into your mailing database.

If you are interested in any of these resource-saving address cleansing services, please contact your customer service representative.

Compact discs

Instead of printing and distributing bound books or manuals, consider putting the information on a compact disc instead. Not only do CDs eliminate the need to use paper, ink and related printing supplies, they usually require less

energy to produce and distribute than printed documents.

Compact discs are available in a variety of sizes and styles, with some as small as a business card. All CDs are imprinted for a professional appearance, and several types of protective sleeves and jewel cases are available.

The Department of Printing will be happy to help you create CDs of your printed documents, providing everything from graphic design to online distribution. Please contact Jeannie Simpson at 360-570-5041 or jeannie@prt.wa.gov for more information about our compact disc replication services.

Print on Demand

When only a printed copy will do, Print on Demand may be your best bet for reducing waste and saving resources.

In most cases, Print on Demand means that an electronic version of the document is kept on file and is printed only when requested. The stored file can be updated at any time, ensuring that the printed document is always accurate and up-to-date.

By printing documents only when requested, Print on Demand ensures that no extra copies are produced and eliminates the need to recycle outdated books and manuals. This not only greatly reduces waste, but also makes sure that only the minimum amount of resources and energy are used during production.

Please contact your customer service representative if you have questions about whether your documents are a good match for Print on Demand.

Please see Sustainability on page 8.

Fulfillment shipments exceed 18 million

By the end of August 2004, the Department of Printing Fulfillment Center had shipped over 18 million items to customers across the United States.

The Fulfillment Center serves as a central storage and distribution facility for Washington State agencies and political subdivisions, handling production, inventory, storage and shipping for over 3500 products from 18 organizations.

Fulfillment has grown quickly as more and more agencies discover the efficiencies and cost savings offered by Fulfillment. To meet the increased demand, the Fulfillment Center moved out of the PRT Main Plant to a new 20,000-square-foot facility in July 2004. ♦



Jey Appadurai (foreground) prepares orders for shipment from the Department of Printing Fulfillment Center. The Fulfillment Center has shipped over 18 million items to customers across the country since 2001.

How are we doing?

We'd love to hear what you think about *Washington PrintWorks*, so we have set up several ways for you to send us your comments, questions and requests.

1. Send us an e-mail at **kelley@prt.wa.gov**.
2. Use the Customer Comments page of our web site at **www.prt.wa.gov**.
3. Fill out the form at the right, place it in an envelope and send it by campus mail to **Mail Stop: 47100**, or mail it to:
Department of Printing
Attn: Washington PrintWorks
PO Box 798
Olympia WA 98507-0798

We hope to hear from you soon!

What I like best about the newsletter is:

What I don't like about the newsletter is:

I wish you would include an article about:

☐ I'd like to talk to a customer service representative about _____
Please call me at _____ or e-mail me at _____

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Sustainable practices

Continued from page 6

Online ordering and soft proofs

Online ordering is a fast, easy way to reduce the amount of paper and energy used during the production of your print documents. By placing your orders online, either through our PRTonline Internet ordering system or by email, you eliminate the need to produce printed order forms and transport them to the Department of Printing.

You will see much the same benefits by requesting a “soft” proof instead of a printed one. A soft proof is a PDF file sent to you by email. The

PDF file is created from the same file we use to produce printing plates, so you see exactly what will be sent to the plate-making equipment. An electronic approval form is also attached to the email so you can approve your proof without filling out a paper form.

Both online ordering and soft proofs reduce the amount of paper and fossil fuels used in the printing process and eliminate the pollution produced by vehicles transporting orders and proofing materials.

If you would like more information about soft proofing, please contact your customer service representa-

tive or Dan Maygra at 360-570-5555 or danm@prt.wa.gov.

More information

Your customer service representative will be happy to tell you about other services we offer that will make your orders more sustainable.

The Department of Printing is committed to helping you meet your sustainability goals, and has incorporated sustainable practices in every area of production. If you have any questions about sustainable practices at PRT, please contact Kelley Kellerman at 360-570-5036 or kelley@prt.wa.gov. ♦



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PRINTING**

PO Box 798 • Olympia WA 98507-0798